

Technical Information for the
2014 Annual Survey of Entrepreneurs (ASE): Characteristics of Business Owners (CBO)
Dataset Accessible via the Application Programming Interface (API)

Estimates are provided for owners of employer firms that responded to the following characteristic(s) (DATA FIELDS) tabulated in this dataset and reported gender, ethnicity, race, and veteran status for at least one owner (referred as “ASECBO”); and the firm itself was not publicly held or other firm not classifiable by gender, ethnicity, race and veteran status:

- How the owner initially acquired the business (ACQBUS)
- Year when the owner acquired ownership of the business (YRACQBUS)
- Owner's primary functions in the business in 2014 (PFNCT)
- Owner's average number of hours per week spent managing or working in the business in 2014 (HRSWRKD)
- Whether the business was the primary income source for owner (PRMINC)
- Whether the owner owned another business or was self-employed prior to establishing, purchasing, or acquiring the business (PRIORBUS)
- Owner's highest degree or level of school completed prior to establishing, purchasing, or acquiring the business (EDUC)
- Owner's age as of December 31, 2014 (OWNRAGE)
- Whether the owner was born a U.S. citizen (USBORNCIT)
- Owner's specific veteran characteristics (VETSPECIFIC)
- Owner's reasons for owning the business (REASONOWN)

Characteristic data are tabulated by:

- Geography (U.S., states, and the fifty most populous metropolitan statistical areas)
- Industry sector (2-digit 2012 North American Industry Classification System code (NAICS2012) and meaning of code (NAICS2012_TTL)) [See <https://www.census.gov/eos/www/naics/> for detailed information.]
- Years in business (YIBSZFI)

The full list of variables can be found at <https://api.census.gov/data/2014/ase/cscbo/variables.html>.

Technical Notes:

Detail may not add to total due to rounding or because a Hispanic firm may be of any race. Moreover, each owner had the option of selecting more than one race and therefore is included in each race selected.

The 2014 Annual Survey of Entrepreneurs asked for information for up to four persons owning the largest percentage(s) of the business. Percentages are for owners of respondent firms with paid employees only, and are not recalculated when the datasets resorted. Percentages are always based on total reporting (defined above) within a gender, ethnicity, race, veteran status, and/or industry group for the characteristics tabulated in this dataset. Firms with more than one domestic establishment are counted in each geographic area and industry in which they operate, but only once in the U.S. and state totals for all sectors. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see the Methodology section at <https://www.census.gov/programs-surveys/ase/technical-documentation/methodology.2014.html>.

Abbreviations and Symbols:

Please note that Symbols will show in the associated flag field for variables. The data value shown will be zero. The following abbreviations and symbols are used with these data:

S - Withheld because estimate did not meet publication standards

N - Not available or not comparable

X - Not applicable

For the complete list of all economic programs symbols, see the Symbols Glossary at

<https://www.census.gov/programs-surveys/economic-census/technical-documentation/data-dictionary.html>.

Valid Data Values

To build valid API queries, data users will need to refer to the following codes.

ASECBO represents owner estimates tabulated by a single attribute, such as gender, ethnicity, race, or veteran status.

DATA FIELD	Valid codes	Meaning of code
ASECBO	00	All owners of respondent firms
	01	Female
	02	Male
	20	Hispanic
	29	Non-Hispanic
	30	White
	40	Black or African American
	50	American Indian and Alaska Native
	60	Asian
	70	Native Hawaiian and Other Pacific Islander
	80	Some other race
	90	Minority
	92	Nonminority
	V2	Veteran
	V4	Nonveteran

YIBSZFI represents the number of years the firm has been in business.

DATA FIELD	Valid codes	Meaning of code
YIBSZFI	001	All firms
	311	Firms with less than 2 years in business
	318	Firms with 2 to 3 years in business
	319	Firms with 4 to 5 years in business
	321	Firms with 6 to 10 years in business
	322	Firms with 11 to 15 years in business
	323	Firms with 16 or more years in business

Please refer to the following business owner questions and valid codes (listed alphabetically by DATA FIELD) for a better understanding of the business owner information collected on the 2014 ASE-1 report form.

Please note that select questions instructed the respondent to ***"Select all that apply."***

"How did **Owner 1 (2, 3, or 4)** initially acquire ownership of this business? ***Select all that apply.***"

DATA FIELD	Valid codes	Meaning of code
ACQBUS	00	All owners of respondent firms
	CA	Founded or started
	CB	Purchased
	CC	Inherited
	CD	Transfer of ownership or gift
	CE	Total reporting
	CF	Item not reported

"What was the highest degree or level of school **Owner 1 (2, 3, or 4)** completed **prior to** establishing, purchasing, or acquiring this business?"

DATA FIELD	Valid codes	Meaning of code
EDUC	00	All owners of respondent firms
	DM	Less than high school graduate
	DN	High school graduate - diploma or GED
	DO	Technical, trade, or vocational school
	DP	Some college, but no degree
	DQ	Associate degree
	DR	Bachelor's degree
	DS	Master's, doctorate, or professional degree
	DT	Total reporting
	DU	Item not reported

"In 2014, what was the average number of hours per week that **Owner 1 (2, 3, or 4)** spent managing or working in this business?"

DATA FIELD	Valid codes	Meaning of code
HRSWRKD	00	All owners of respondent firms
	CW	None
	CX	Less than 20 hours
	CY	20 to 39 hours
	CZ	40 hours
	DA	41 to 59 hours
	DB	60 or more hours
	DC	Total reporting
	DD	Item not reported

"What was the age of **Owner 1 (2, 3, or 4)** as of December 31, 2014?"

DATA FIELD	Valid codes	Meaning of code
OWNRAGE	00	All owners of respondent firms
	DZ	Under 25
	EA	25 to 34
	EB	35 to 44
	EC	45 to 54
	ED	55 to 64
	EE	65 or over
	EF	Total reporting
	EG	Item not reported

"In 2014, which of the following were **Owner 1 (2, 3, or 4)**'s function(s) in this business? *Select all that apply.*"

DATA FIELD	Valid codes	Meaning of code
PFNCT	00	All owners of respondent firms
	CQ	Providing services and/or producing goods
	CR	Managing day-to-day operations
	CS	Financial control with the authority to sign loans, leases, and contracts
	CT	None of these functions
	CU	Total reporting
	CV	Item not reported

"Prior to establishing, purchasing, or acquiring this business, had **Owner 1 (2, 3, or 4)** ever owned a business or been self-employed?"

DATA FIELD	Valid codes	Meaning of code
PRIORBUS	00	All owners of respondent firms
	DI	Previously owned another business or was self-employed
	DJ	Did not previously own another business and was not self-employed
	DK	Total reporting
	DL	Item not reported

"In 2014, did this business provide **Owner 1 (2, 3, or 4)**'s primary source of personal income?"

DATA FIELD	Valid codes	Meaning of code
PRMINC	00	All owners of respondent firms
	DE	Business was the owner's primary source of personal income
	DF	Business was not the owner's primary source of personal income
	DG	Total reporting
	DH	Item not reported

"How important to **Owner 1 (2, 3, or 4)** are each of the following reasons for owning this business? **Select one for each row.** " [Not important, Somewhat important, or Very important]

DATA FIELD	Valid codes	Meaning of code
REASONOWN	00	All owners of respondent firms
	OH1N	Wanted to be my own boss: Not important
	OH1S	Wanted to be my own boss: Somewhat important
	OH1V	Wanted to be my own boss: Very important
	OI1N	Flexible hours: Not important
	OI1S	Flexible hours: Somewhat important
	OI1V	Flexible hours: Very important
	OJ1N	Balance work and family: Not important
	OJ1S	Balance work and family: Somewhat important
	OJ1V	Balance work and family: Very important
	OK1N	Greater income: Not important
	OK1S	Greater income: Somewhat important
	OK1V	Greater income: Very important
	OL1N	Best avenue for ideas: Not important
	OL1S	Best avenue for ideas: Somewhat important
	OL1V	Best avenue for ideas: Very important
	OM1N	Couldn't find a job: Not important
	OM1S	Couldn't find a job: Somewhat important
	OM1V	Couldn't find a job: Very important
	ON1N	Work for self: Not important
	ON1S	Work for self: Somewhat important
	ON1V	Work for self: Very important
	OO1N	Start my own business: Not important
	OO1S	Start my own business: Somewhat important
	OO1V	Start my own business: Very important
	OP1N	Friend or family role model: Not important
	OP1S	Friend or family role model: Somewhat important
	OP1V	Friend or family role model: Very important
	OQ1N	Other: Not important
	OQ1S	Other: Somewhat important
	OQ1V	Other: Very important
	ORTR	Total reporting
	ORXX	Item not reported

"Was **Owner 1 (2, 3, or 4)** born a citizen of the United States?"

DATA FIELD	Valid codes	Meaning of code
USBORNCIT	00	All firms
	MG	Born a citizen of the United States
	MH	Not born a citizen of the United States
	MI	Total reporting
	MJ	Item not reported

"Has **Owner 1 (2, 3, or 4)** ever served in any branch of the U.S. Armed Forces, including the Coast Guard, the National Guard, or a Reserve component of any service branch?"

DATA FIELD	Valid codes	Meaning of code
VETSPECIFIC	00	All owners of respondent firms
	MK	All veteran owners of respondent firms
	ML	Served on active duty military service
	MM	Service-disabled
	MN	Served on post-9/11 active duty military service
	MO	Served on active duty military service in 2014
	MP	Served in the National Guard or as a military reservist in 2014
	MR	Total reporting
	MS	Item not reported by veterans

"In what year did **Owner 1 (2, 3, or 4)** initially acquire ownership of this business?"

DATA FIELD	Valid codes	Meaning of code
YRACQBUS	00	All owners of respondent firms
	CG	Before 1980
	CH	1980 to 1989
	CI	1990 to 1999
	CI01	2000 to 2007
	CI02	2008 to 2012
	CJ03	2013
	CJ04	2014
	CN	Don't know
	CO	Total reporting
	CP	Item not reported